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# Press Release

FOR IMMEDIATE RELEASE

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## ***Community to Test Out Temporary Bicycle and Pedestrian Improvements at Lake Elsinore's Annual Día de Los Muertos Celebration Oct. 27***

**Lake Elsinore, Calif.** – The City of Lake Elsinore and the Southern California Association of Governments' (SCAG) *Go Human* campaign invite residents and visitors to bike, walk, skate or roll to [Active Lake Elsinore](#), a free community festival on Saturday, October 27, from 1:00 p.m. to 4:00 p.m., at City Park during the [Día de Los Muertos Celebration](#). The event gives residents and visitors an opportunity to test out potential street improvements that make it safer and easier for people to get around Lake Elsinore on foot and by bike and provide their feedback to city staff.

The community input gathered at *Active Lake Elsinore* will inform the city as they develop their first [Active Transportation Plan](#). The new Active Transportation Plan will identify bicycle and pedestrian improvements throughout the city to improve connectivity, establish safe routes to schools, increase accessibility to local destinations and promote active, healthy lifestyles by recommending strategies to increase rates of walking and biking in the community.

*Active Lake Elsinore* will bring together family, friends and neighbors to test out temporary street safety improvements including a two-way protected bike lane, artistic crosswalks and parklets. Attendees will also enjoy free activities including a kids' bike skills workshop, bike repair, bike decorating, live entertainment and dance performances, arts and crafts, activities, vendors, giveaways and the annual the Día de Los Muertos Celebration hosted by [Studio 395](#). Attendees are encouraged to attend this free community event on foot or by bike, scooter or skateboard.

SCAG Regional Council Member and Lake Elsinore Mayor Pro Tem Steve Manos and California State Senator Jeff Stone will speak at a brief kickoff event on Saturday at 1:45 p.m. at the City Park gazebo.

SCAG's *Go Human* campaign is working with cities and counties across Southern California to develop open streets events, safety demonstration projects and encouragement programming, such as *Active Lake Elsinore*, which promote safety while encouraging people to walk and bike more.

"Investing in active transportation infrastructure creates more mobility options for people to travel around their communities," said SCAG President Alan Wapner. "Implementing safe pedestrian and bicycle infrastructure encourages people to re-think their daily transportation choices and consider walking or biking to neighborhood destinations like schools, parks and local business districts."

*Active Lake Elsinore* is the product of a partnership between the [City of Lake Elsinore](#) and [SCAG's Go Human campaign](#), supported by funding from [Clean Transportation Funding – Mobile Source Air Pollution Reduction Review Committee](#). For more information, visit [GoHumanSoCal.org/ActiveLE](http://GoHumanSoCal.org/ActiveLE).

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***About SCAG***

SCAG is the nation's largest metropolitan planning organization, representing six counties, 191 cities and more than 18 million residents. SCAG undertakes a variety of planning and policy initiatives to plan for a livable and sustainable Southern California now and in the future. For more information about SCAG, please visit [www.scag.ca.gov](http://www.scag.ca.gov).

***About Go Human***

Due to the increase in traffic collisions involving people walking and bicycling, the Southern California Association of Governments (SCAG), launched *Go Human*, an active transportation safety and encouragement campaign. *Go Human* aims to increase the number of people walking and biking and decrease the number of collisions that involve people walking and biking. The campaign is a collaboration between SCAG and the health departments and transportation commissions from six counties in the region; Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura. For more information, visit [www.gohumansocal.org](http://www.gohumansocal.org).